

My name is Victoria Pennock and I have been a musician/songwriter for 25 years+. Every major city I have lived in has at least one portion of their show dedicated to local music, which is Ok but there are ALOT of talented bands here in Sioux Falls, SD and Midco Broadcasting doesn't give them the time of day and that is wrong.

Over the span of my musical career I have written and recorded over 100 songs. I have 4 CD's of my original music and I am an unsigned artist. My band plays locally at least once a month for two nights and I perform solo at least once a month. My name is very recognizable in the area and when people hear my name on the radio or see it in the paper we usually have a great big crowd.

Only one radio station here in Sioux Falls has a local radio show, it's on Sunday night at 6pm for one whole hour. Lame! They have my CD and only play something when we are gigging that weekend, otherwise it doesn't get played. The program director plays the same songs day in and out, without including local music. Again, there are tons of talented folks in this town going unheard because Midco Broadcasting doesn't feel it is necessary to play local music, produced in quality studios. I suppose if I had alot of money, I could buy my way onto the airwaves, but that is not a route I choose to go.

I believe that Sioux Falls folks would support local music and more people would show up to shows if the local stations would stand behind these talented bands. Why they don't, Monopoly.

The big wigs that own the stations here in town (I believe three companies own all the stations) would open their minds and allow the people to hear the talent right here in Sioux Falls, they would appreciate it and turn around and support live shows.

I thought I read a station up in Brookings, SD was trying to branch off and play tunes that were all burnt out and over played but I don't hear it on the waves. I think it should be mandatory for the stations to let down their hair and let local music be heard.

There should be at least one station in every town that is allowed to make programming decisions locally so they can broaden and include local artists.

Locally produced, decisions made by opinion of the masses, not the guy that doesn't even live here and doesn't realize the talent in this town.

I would love to hear a local station also throw into their daily mix, local bands music that is professionally done and ready for airplay. Spice up their playlist, make the people call the station and say, Who is this, I love it or I don't like that one and if they hear that enough they move on and play someone else's mixed in with the top songs they normally play. That is what my band does. We sneak our originals in between recognizable songs and people get up and dance and then say, who was that by, and I say us, and they say COOL>

Of course, more stations should get out and promote the fundraisers that are raising local funds for local causes....instead of being bought to sit at Cellular One for the fourth time that month. Spice it up.

You know it goes on, why can't they just play local music and support local talent.

I hate voice tracking for the simple fact that late at night, KRRO will get ballsy and play some unknown music, like MPLS does. Only problem is, they don't announce the song, that would take more tape and I call the station thinking it's live and the phone rings off the wall. I am left to not knowing what artist it is, I can't go buy the CD since I can't find out. The next day when live people are there and I have to explain the song, usually they don't know, because they don't listen to their own music. The DJ's don't know what they are playing, they are puppets. Why don't they give a few more people a job, some folks don't mind working for small pay to get experience on the air and hey, they could even bring some of their own personality to the show, play stuff they like. Some of the best artists in my catalog, I didn't hear for the first time on the radio (cuz they play the same songs), someone turned me onto it and said, check this out, you will prob like it and I d

id.

These non-robot DJ could actually expand someone's musical horizon.

I don't know that turning the decesions to the local current DJ's would be the answer, since they are puppets. They should be required to play a certain percentage local music, say 25%, that would be more than fair and give the local artists a chance to spread their wings, build a following and be exposed to an audience that might not go see their show based on the attitude of "oh, I only go the Pocket every Fri night" they might wander out to the west side of town and see a local act if they get a chance to sample their music. Large corporate radio owners and their cookie cutter ideas are killing creativity on a local level. Let us be heard!!!!!!!!!!!!!!!!!!!!!!

Maybe this is what the station in Brookings was....I think the idea is fantastic, yes I would like to see more of them. I think that LPFM would help broaden our musical horizons but I still think the big pigs should let up and let locals in.

I would like to thank the FCC for addressing this very important issue that is near and dear to my musical heart. If you can let us in and let us be heard, we can all be happy.